

Delaware Division of the Arts

Delaware State Arts Council Meeting Minutes
March 26, 2014
11 a.m. to 2 p.m.
Milford Public Library, Milford, DE

Attending: Council: Lise Monty (Chair), Tina Betz, Lou Braithwaite, Joann Browning, Lori Crawford, Robert Fitzgerald, Richard Givens, Margaret Johnson, Ralph Kuebler, Gail Lear, Heather Morrissey, Jon Newsom, Carol Rothschild, John Sarro, Cathy Walls, Mack Wathen

Staff: Paul Weagraff, Terry Plummer, Sheila Ross, Kristin Pleasanton, Dana Wise, Roxanne Stanulis

Public: Lee Nelson – Downtown Milford, Inc

Absent: Gwen Henderson, Erica Lokai, Bruce Decker,

The meeting was called to order at 11:00 a.m.

Minutes were approved from the December 18, 2013 Council meeting.

Chair's Report

Lise Monty commented on how much she enjoyed Poetry Out Loud and Matt Denn's (DE Lieutenant Governor) appearance. Thanks to Tina Betz for being an adjudicator and Liane Hansen for her participation as emcee. Ms. Hansen also helped with Advocacy Day in Washington, DC along with Guillermina Gonzalez, Executive Director of the Delaware Arts Alliance. Ms. Monty thanked the Nominating Committee – Gail Lear, Rick Givens, and Mack Wathen – for working on replacements for people leaving the State Arts Council: There are 4 people who are eligible for renewal to a second term, and Gail Lear is rotating off after two full terms. There are currently eight candidates with applications in to the Governor's Boards and Commissions Office. The committee is waiting to hear from the governor's office on their selection. The Governor's office has scheduled the date of October 6, 2014 for the next Governor's Awards for the Arts at the Grand Opera House, with the caveat that the Governor's availability may change if an unforeseen emergency or issue arise.

Director's Report

Personnel

The Division received 131 applications for the Planner position vacated by Ms. Pleasanton's promotion to Deputy Director, representing an extremely competitive pool of applicants. Fifteen candidates were interviewed in a first round, and five in a second round. An offer has been extended, and final details are being worked out on terms of employment. Thanks go to subject matter experts Roxanne Stanulis and Terry Plummer who read all 131 applications; and to Sheila Ross, Kristin Pleasanton, and John Sarro who served on the interview committee with Paul Weagraff.

Projects

The Poetry Out Loud state finals in late February included 16 high schools participating in the statewide competition. The winner, Kathleen Becker from Red Lion Christian Academy, will represent Delaware in the national finals in late April in Washington DC.



The Division's state web site (artsdel.org) has migrated to the new mobile-device-friendly web design. Navigation features remain basically the same, while design features more readily accommodate a broader range of technology used to access the site.

The DelawareScene project between the Government Information Center and Zero Defect Design is near completion. The new web design makes the site more universally accessible, and includes an app (What's On) that utilizes DelawareScene data for locating events on mobile devices.

State Poet Laureate JoAnn Balingit will have a series in *The News Journal* during the month of April in celebration of National Poetry Month. The Division will also feature a weekly poem of her selection on the Division homepage.

The State of Delaware Art Exhibition, sponsored by the National Arts Program, received more than 240 pieces to exhibit. Awards totaling \$2,000 went out to participants in five categories. A Facebook "People's Choice" competition received nearly 2,700 "likes," while Flickr views on March 6th alone totaled more than 176 thousand in one day, once the site was posted.

The Division has sent out an RFP to strategic planning consultants for submission by May 1, 2014 (See handout). The Director would like to create a Strategic Planning Steering Committee consisting of a few staff and Council members to work with the consultant that we bring on board.

The Division of the Arts has been given approval to plan a Governor's Awards for the Arts event on October 6, 2014. The last event was held in 2010. Sheila Ross will be serving as the coordinator of the event, and will need Council members to assist in the planning and selection process.

The Division has invested in several long-term marketing campaigns to raise the profile of arts and culture: Comcast Spotlight (statewide), WBOC (southern Delaware), Delaware Beach Life (Sussex), and the InWilmington campaign (greater Wilmington area).

The Division of the Arts is working with Mid Atlantic Arts Foundation and Bromelkamp, Inc. (PEARL) to develop a new online application system for artist fellowship applications, pending a business case approval from the Department of Technology and Information.

Funding Report

The Governor's FY2015 budget currently sustains level funding for the newly established Delaware Arts Trust Fund and the Division's operations. It also includes a 1.1% increase to cover rising personnel costs. Recent revenue projections (DEFAC) indicate lower-than-expected revenues for the remainder of FY2014 into FY2015, so the proposed budget is not a foregone conclusion at this time.

For your calendar

May 13-15, 2014	GOS Panels in Dover
May 20, 2014	Project Support Panel in Dover
May 21, 2014	Arts Stabilization and Education Resource Panels
June 18, 2014	DSAC quarterly meeting – New Castle County, Buena Vista
September 17, 2014	DSAC quarterly meeting – Kent County, (to be determined)
October 6, 2014	Governor's Awards for the Arts – Grand Opera House

Lee Nelson – Executive Director of Downtown Milford, Inc. (DMI)

Mr. Nelson spoke about the role of DMI and their endeavors. DMI is a designated Delaware Main Street program (one of about 2,000 in the U.S. operating under the National Main Street Program) bringing government resources, expanded community partnerships, financial “buy-in” from the City of Milford, and strong support from residents. DMI has various committees that work to improve the city. The promotions committee has held six events where more than 13,000 people attended. The economic restructuring (development) committee has aided in opening nine new businesses. The design committee has been recognized as having one of the ten best streets in the country. The organization committee recruits volunteers that work approximately 7,124 hours per year. Mr. Nelson talked about the Art on the Riverwalk Tour and passed out brochures.

Lunch Break – 12 noon

Carol Rothschild

Ms. Rothschild spoke to council regarding DE Arts Alliance (DAA) duties and membership and handed out an “Acts of Advocacy” form. She encouraged council to complete the form which gives free 2014 annual membership in the DAA.

Kristin Pleasanton

Ms. Pleasanton provided an overview of the upcoming panels in May and passed around a sign-up sheet for council members interested in serving on panels and being panel chairs. Council members were also asked to complete “conflict of interest” forms.

In a conversation with Director Weagraff, Secretary of State Bullock voiced his approval of going to a three-year application cycle for General Operating Support, concurring with Council’s approval at the December 2013 meeting.

Council accepted the staff’s recommendation to begin the rotation of three-year applications with the large arts organizations (those receiving DE Arts Trust Funds) submitting a full application for FY2016, followed by mid-size organizations for FY2017, and small organizations in FY2018. All arts organizations are submitting full applications for FY2015.

Discussion: Reclassification of higher-education and municipality-based presenting arts programs (currently under Project Support) *(see example of Minnesota program included w/ agenda)*

Mr. Weagraff presented the following information and asked for volunteers to explore this more fully to have a recommendation in place for the next funding cycle. Ms. Plummer has been assigned to conduct more detailed research of how other states handle university arts programs. A committee will be formed to review the information and develop a recommendation for Council consideration.

Underlying issue: Evolving nature of presenter-based public arts programming.

Sampling of state programs (CO, GA, IL, MD, MN, NJ, TX, VA)

Issues surrounding reclassifying public arts programs sponsored by universities and/or municipalities

Nature of the applicant

- Similarity or dissimilarity to non-arts community-based organizations
- Level of autonomy from parent organization

- mission
- budget
- staffing (% of time committed to program)
- independent advisory board
- accountability
- Size of the arts-producing agency's (budget)
- Extent of arts programming: % of the agency's activity and budget
- History of programming
- Intended audiences/participants (% of "outside" audience served)

Nature of funding

- Restrictions on eligible expenses
- Contingent on audience(s) served (student/faculty vs. public)
- Operating support or more project-specific support
- Consideration of direct, indirect, in-kind matches (both type and % of third-party match)
- Formulaic based on project size (eligible expenses) versus driven by request
- Caps on funding

Old Business – none

New Business – none

Public Comment - None

Motion and second to adjourn meeting at 1:58PM - All in Favor.